



www.Fox8.com

**WJW**  
**5800 S. Marginal Rd**  
**Cleveland, OH 44103**  
**(216)431-8888**

# CONTRACT

<b>Contract / Revision</b> 570109 /		<b>Alt Order #</b> 09800223
<b>Product</b> CROSSROADS GPS		
<b>Contract Dates</b> 08/23/12 - 08/29/12		<b>Estimate #</b> 1268
<b>Advertiser</b> Crossroads GPS		<b>Original Date / Revision</b> 08/22/12 / 08/22/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WJW	<b>Account Executive</b> Alexandra Bradley	<b>Sales Office</b> Washington DC
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 1021	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Mentzer Media**  
**600 Fairmount Avenue**  
**Suite 306**  
**Towson, MD 21286**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	8	08/23/12	08/24/12	M-F 6a-8a	6a-8a Rotator		:30			NM	2	\$3,200.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	---TF--				2	\$1,600.00			
N 2	8	08/23/12	08/24/12	M-F 6a-8a	6a-8a Rotator		:30			NM	2	\$3,200.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	---TF--				2	\$1,600.00			
N 3	8	08/23/12	08/24/12	M-F 8a-9a	8a-9a News		:30			NM	3	\$4,800.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	---TF--				3	\$1,600.00			
N 4	8	08/23/12	08/24/12	M-F 9a-10a	9a-10a		:30			NM	2	\$2,200.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	---TF--				2	\$1,100.00			
N 5	8	08/23/12	08/24/12	M-F 10a-11a	10a-11a		:30			NM	2	\$1,300.00
		NEW DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	---TF--				2	\$650.00			
N 6	8	08/23/12	08/24/12	M-F 5p-6p News	5p-6p News		:30			NM	3	\$5,400.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	---TF--				3	\$1,800.00			
N 7	8	08/23/12	08/24/12	M-F 6p-7p News	6p-7p News		:30			NM	3	\$6,000.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	---TF--				3	\$2,000.00			
N 8	8	08/23/12	08/26/12	Late News Rotator	10p-11p Rotator		:30			NM	2	\$5,600.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	---TFSS				2	\$2,800.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 08/22/12 / 08/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots Amount	
N 9	8	08/26/12	08/26/12	Fox 8 News Su 8a-10a	Su 8a-10a		:30			NM	1	\$900.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	-----S				1	\$900.00			
N 10	8	08/26/12	08/26/12	FOX News Sunday	9a-10a & 10a-11a i		:30			NM	1	\$600.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	-----S				1	\$600.00			
N 11	8	08/26/12	08/26/12	Su 10a-11a	Su 10a-11a		:30			NM	2	\$1,200.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	-----S				2	\$600.00			
N 13	8	08/27/12	08/29/12	M-F 6a-8a	6a-8a Rotator		:30			NM	3	\$4,800.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	MTW----				3	\$1,600.00			
N 14	8	08/27/12	08/29/12	M-F 6a-8a	6a-8a Rotator		:30			NM	3	\$4,800.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	MTW----				3	\$1,600.00			
N 15	8	08/27/12	08/29/12	M-F 8a-9a	8a-9a News		:30			NM	6	\$9,600.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	MTW----				6	\$1,600.00			
N 16	8	08/27/12	08/29/12	M-F 9a-10a	9a-10a		:30			NM	3	\$3,300.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	MTW----				3	\$1,100.00			
N 17	8	08/27/12	08/29/12	M-F 10a-11a	10a-11a		:30			NM	3	\$1,950.00
		NEW DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	MTW----				3	\$650.00			
N 18	8	08/27/12	08/29/12	M-F 5p-6p News	5p-6p News		:30			NM	6	\$10,800.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	MTW----				6	\$1,800.00			
N 19	8	08/27/12	08/29/12	M-F 6p-7p News	6p-7p News		:30			NM	6	\$12,000.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	MTW----				6	\$2,000.00			
N 20	8	08/27/12	08/29/12	M-F 10p-11p Fox 8 News	10p-11p Rotator		:30			NM	5	\$14,000.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	MTW----				5	\$2,800.00			
N 21	8	08/25/12	08/25/12	Fox 8 News Sa 8a-10a	Sa 8a-10a		:30			NM	2	\$1,800.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	-----S-				2	\$900.00			
N 22	8	08/25/12	08/25/12	Fox 8 News Sa 8a-10a	Sa 8a-10a		:30			NM	2	\$1,800.00
		NEWS										

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				2	\$900.00			
Totals											62	\$99,250.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	27	\$38,000.00	\$32,300.00
08/27/12 - 08/29/12	35	\$61,250.00	\$52,062.50
<b>Totals</b>	62	\$99,250.00	\$84,362.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.5em; margin-left: 100px;">WJW</span>	<b>Date:</b> <span style="font-size: 1.5em; margin-left: 10px;">8/21/12</span>
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I, Lauren Schumacher  
do hereby request station time concerning the following issue:

Crossroads GPS
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

<b>Total Charges:</b> \$ <span style="font-size: 1.5em; margin-left: 20px;">99250.00</span> GROSS
---

This broadcast time will be used by: Crossroads GPS

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

5/17/12      *[Signature]*      703 535 3390  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title